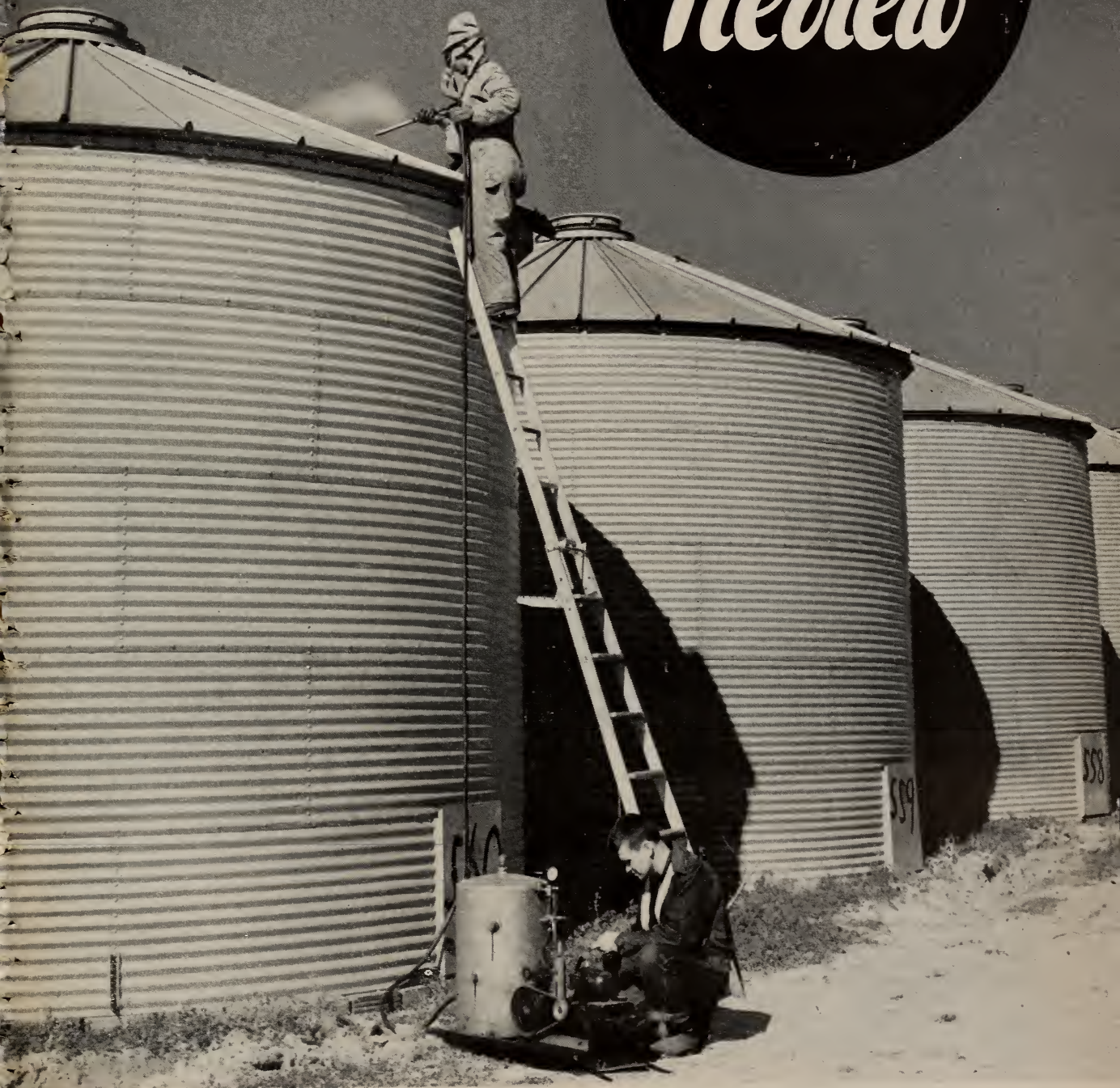


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JUNE 1952

EXTENSION SERVICE
Review



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EXTENSION SERVICE
Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

VOL. 23

JUNE 1952

NO. 6

Prepared in Division of Extension Information

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Ear to the Ground

• It is rumored around here that the Twenty-second National 4-H Club Camp is the best ever. Leaders' conferences include lively discussions on timely topics. Deeply impressive are the IFYE delegates receiving their commission as grass-roots diplomats from the State Department in a colorful ceremony. The international candle-lighting ceremony symbolizes how far the 4-H beam is shining.

• Another high light of the season was the presentation of honor awards to 16 extension workers with ceremony in Washington's sunlit Sylvan Theater on May 15. President Harry S. Truman came to honor the faithful and give the address. Secretary of Agriculture Charles F. Brannan presented the awards. We of the Federal staff, immensely proud of them, staged a reception to get better acquainted with them. They are F. A. Anderson, Leo R. Arnold, Kenneth Barraclough, Paul O. Brooks, Rose Ellwood Bryan, Albert Hoefer, Hazel O. King, Glenroy J. Kunau, John O. Moosberg, Harlan L. Shrader, Mary S. Switzer, Charles L. Terrell, Joseph W. Thometz, Wilfred R. Thompson, and J. W. Whitehouse.

• The new course in human-development education offered at the University of Maryland Institute for Child Study during its summer workshop starts June 23. Some 50 extension workers received scholarships.

• Looking ahead to next month, Safety Week stands out.

• The cover features County Agent Delbert T. Foster's pasture campaign "As good as gold." Other features you won't want to miss are Director Ballard's account of the recent Oregon agricultural conferences which planned for 25 years ahead; the interest of Minnesota's young farmers in farm management; the amazing progress of a Negro community in Alabama; and several contributions to the series on the Job of the County Agent.

• This issue comes to you without the tiny wrapper which many of you complained wrinkled the magazine beyond repair. Does this reach you in better shape? We'd be glad to know.

Support Extension

RAYMOND ROSSON, County Agent
Washington County, Tenn.

NOTHING we have done in the last 30 years of extension work in this county (I have been here for 25 of those years) has been more effective than a series of 5 column advertisements in the daily paper, calling attention to some of the agricultural problems of the county and sponsored by a group of public-spirited businessmen.

The messages were short and punchy; each hitting just one problem. In big type and illustrated they are easy to read. "Firms Interested in Better Agriculture" were simply listed at the bottom of each ad.

The messages were timely, such as "1952 Is Election Year . . . But We Vote Now for Community Clubs" explaining:

"Community Clubs have helped farming 'grow up' and it didn't sprout over night; it took time . . . the last two decades made the difference. The individual can solve but few of the problems . . . but groups by thinking, planning, and working together will eventually be on the winning side . . . especially by using education and research."

Under the heading "Keep East Tennessee Green This Winter," one ad advised:

"June and July are the months to lay plans for a 'Winter Cover Crop On Every Acre' . . . August is the month to sow alfalfa, Ladino clover and orchard grass . . . Fescue and rye grass too.

“September for Oats and Barley
and October for Wheat.

"East Tennessee is high land and high land is grassland and grassland is cattle land . . . both beef and dairy . . . of all the plants the grasses are the most important to man."

Another ad paraphrased a popular

saying in "Old Acres Never Die,"
continuing:

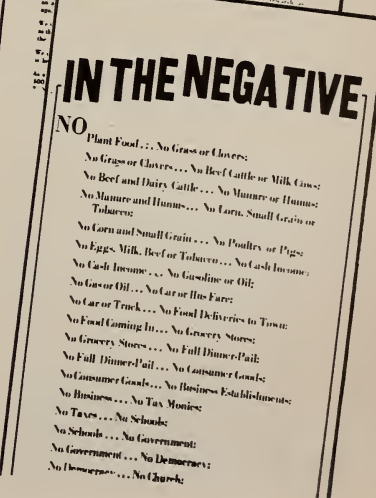
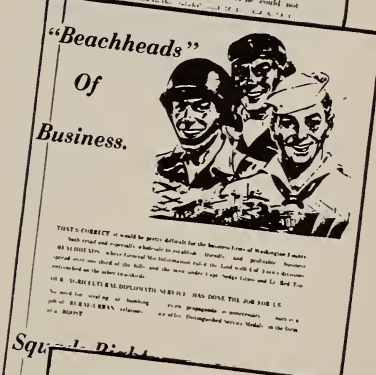
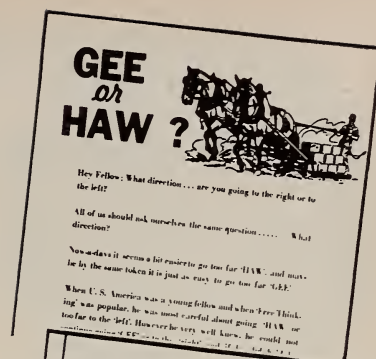
"East Tennessee Acres are 'old acres.' They have been cultivated some 165 years (a long time in our way of thinking) and are getting better every year. . . . The last two decades the increase has been from 100 to 500 percent. . . . AND THERE'S A REASON."

About 48 business firms have supported this series since September 1945. I have never received a criticism from the supporters. In fact, they would not continue to pay out their good money at \$2.00 per week if they did not consider it good business. They are boosting agriculture and they have seen this county go from a million dollar sales in 1932 to 12 million dollar sales in 1951.

These advertisements sell the businessmen themselves and they do need selling on the extension program. In fact, Extension needs selling not only in the county but in the State and Nation as well. In this we haven't scratched the surface of the potential.

We have in this county one of the best grassland counties in the Southeast. One dairyman last year with 56 acres of cropland grossed \$234 an acre. He had 2 acres in tobacco, and the other 54 in grass and hay.

In this county are 26 organized community clubs and a county council of community clubs. What our people are doing here and their operations would make many stories on many subjects. The product we have is worth selling to the people. We are proud of our county. Businessmen have had and are having a chance to take part in the progress of agriculture.



Soil Conservation Increases Production

DR. ROBERT M. SALTER, Chief
Soil Conservation Service, U.S.D.A.

THE WAY we manage our soil resources in the United States will have an enormous bearing on the future capacity of American agriculture to produce. Advances in other fields such as crop improvement, pest control, and livestock management will contribute, too. But, I consider problems in soil management the most pressing of all.

During recent years soil research has brought forth much new knowledge about the causes of soil deterioration and methods for combating it. Consequently, a changing concept of soil conservation has evolved. The modern concept has come to mean applying the necessary practices on a farm to increase production and to build soil productivity both at the same time.

The biggest point in this concept is this. You can conserve soil without building it, but you can't build soil without conserving it. Soil is like a living thing. Feed it right and treat it right, and it grows like any living thing, and produces more while it is growing.

There is more to conservation farming than controlling erosion. It involves preventing soil deterioration from cropping and erosion, more productive use of the rain that falls on the land, proper drainage and irrigation, rebuilding eroded soil, building up soil fertility, and increasing yields and farm income—all at the same time. It involves increasing production and increasing standards of farm living for today, tomorrow, and for posterity.

This type of farming involves putting into use on the land combinations of good practices that we now have or that research can discover for us. Soil seldom produces at its

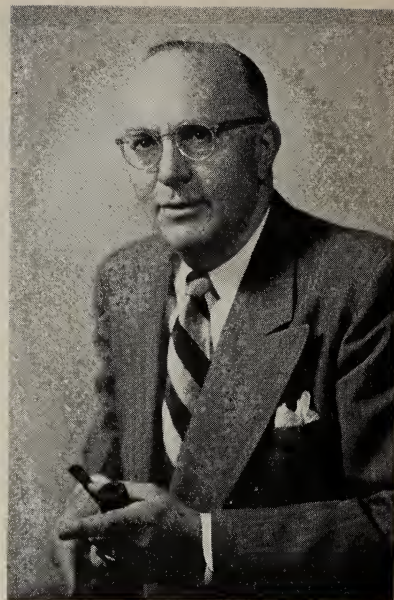
full capacity by using a single improved practice. The combinations are different in different areas—and on different kinds of soil. They may vary widely from farm to farm and from field to field.

Good practices used in the right combinations create interactions that give an added boost to production. One good practice may be beneficial, but the advantages often pyramid when several good ones are used in the right combination. The reaction is much the same as hybrid vigor in corn.

There is plenty of evidence throughout the country that we have not yet put into use all of the best combinations. Several studies aimed at estimating agriculture's maximum production capacity indicate that with the best combinations of known practices put into use on all farms, production could be increased from 60 to 75 percent. This does not take into account new technology to come from future research.

These potentials assume the application of the best-known combinations of practices for each farm and for each crop, and that every farmer would give top-level management to each acre of his land. Obviously, we will never realize this ideal. Yet, it is completely within the realm of practicality to expand greatly our capacity to produce by making better use of technology now available. This is demonstrated by the fact that the best farmers in all parts of the country are making their soils produce about double what the average farmer is producing.

The job ahead is to narrow that gap. We may not be able to close the gap, but we need to do everything possible to narrow it. This, in my



Dr. Salter

opinion, is the biggest challenge facing agriculture today. How well we succeed on that job will have a vital bearing on America's future capacity to produce food.

Grassland improvement offers one of the greatest potentials for expanding production. We have much new knowledge about forage crops that has not been put into use on our pastures and meadows. The value of that knowledge is just as great and just as dramatic as hybrid corn. But it has not "caught on" with most farmers like hybrid corn has.

There is a vast acreage of grasslands in the United States, much of which is unimproved. Much of it is in the subhumid plains, the arid deserts, and in forests. Here forage production is low but the total is great because of the vast acreage. Production could be increased substantially in these areas through better grazing management, reseeding with better grasses, brush and weed control and other improved practices.

In the higher rainfall areas most pastures are unimproved. Productivity is so low that the popular concept of pasture as a poor crop is justified. We now know, however, that through the use of lime and fertilizer, high-producing pasture plants and the

(Continued on page 108)

Know-How

Point 4 Expert

ANNA JIM ERICKSON, Extension Information Specialist,
Washington

NINETY-NINE pounds of know-how! That's one of America's latest Point-4 exports to India.

Name-plate on this package is Ellen Moline, extension home agent, Spokane County, Wash. Miss Moline, "Molly" to her friends, has been granted a year's leave of absence by the regents of Washington State College. She flew to New Delhi, March 8.

In India the petite home economist will continue to operate pretty much like an extension agent. She'll be working on an extension-type education program financed by the Ford Foundation. Once settled in the country famous for its sandalwood, sacred cows, and saris, she'll start organizing an on-the-job education program for homemakers. She'll work in one of the five village centers established by the Foundation. It'll be the only one set up for women.

In some ways training at the center will be modeled on the extension program for Spokane and other counties in the U.S.A. It will be adapted to the customs of the country, of course. She'll use much the same methods though. The main one, as here, will be the demonstration method—she'll show how. And the women will learn by doing. Some will be trained as leaders to teach their neighbors. And in India as in the United States, the goal of the extension-type program will be to help people help themselves.

She'll work with Dr. Douglas Enslinger, extension sociologist, on leave from the U. S. Department of Agriculture for the India assignment. The over-all project has been planned in cooperation with the Mutual Security Technical Cooperation, Point-4 program.

In this regard, friends and co-workers of Washington's Point 4 ex-

port figure she will be able to make more friends for America and do more good for the people of India than all the Northwest wheat laid down at Calcutta. And lately that's been a lot!

As for her own plans, Miss Moline had this to say:

"I expect I'll have to start in India where extension agents started here in America 38 years ago. That was with child care, canning, improved sanitation, control of household insects, safe milk and water.

"Millinery and dress forms were popular then too, but I doubt if Indian women with their one-piece costume, headdress, et al—the sari—will be interested in either.

"It'll be a long time, I suppose, before Indian women will want to tackle the kind of things our groups in Spokane County are doing.

"Here in the county, home economics clubs try their hand at everything from reupholstering furniture to streamlining housework and modernizing kitchens. They clean and adjust sewing machines, make rugs, repair electric cords, and learn how to landscape. They master such skills as wool tailoring, canning and freezing, and making draperies, slip covers, and lampshades. They study equipment, furniture and fabrics to become better buyers, keep budgets to be better money managers, study good grooming, work on better posture.

"Their interests, of course, are much broader than simply acquiring skills. They study customs and cuisine of other countries, welcome visitors from far lands, send CARE packages and clothing abroad, and contribute funds, food and magazine subscriptions to hospitals here at home. And this year one club has a



Ellen Moline

project on gracious thinking. They're studying art, literature, and music.

"I hope in India I'll find the same interest in community improvement. All groups here in the county, both 4-H and adult, carry out at least one community improvement project during the year. They sponsor school-lunch programs, put up road signs, landscape grange halls and schools, sponsor community libraries, keep cemeteries clean, refinish and reupholster furniture for schools, churches, and Grange, and community halls."

Even though she can't speak the language, or perhaps I should say languages, Molly's friends figure she'll do all right. They base that opinion on Molly's easy friendliness, the ever-present twinkle in her blue eyes, her ready grin and infectious chuckle.

As for the know-how required to be an extension agent at home or abroad, here's how E. V. Ellington, Washington's agricultural extension director, sums it up:

"You have to like and understand people, have a giant-sized sense of humor to heft you over discouraging hurdles, have a happy disposition that can't be squelched, a good grasp of the subject matter and the ability to keep abreast of new research, and the rare gift of being able to show, tell, and teach others. This means the ability to communicate clearly through the press, radio and other media as well as to get on your feet and show how to build a better mouse trap."



How to Help the Young Folks

The New England Pilot Projects Gets Under Way

EDNA SOMMERFELD and WILLIAM R. MILLER
Regional Extension Agents

DURING the past two decades the Extension Service has become increasingly aware of the fact that its program has not reached the significant group of young men and women between the ages of 18 and 30 nearly as effectively as it reaches youth of 4-H age and older adults. Special efforts to close this gap in the Extension Service program have met with some success. About a third of a million of this age group were reached by extension activities this past year. This number, however, is only a small fraction of the young men and women who might be served.

In the process of seeking more effective ways to serve this age group, it has become apparent that these young people have important educational needs. The difficulty is how to reach them.

The New England Pilot Project for Work with Young Men and Women grew out of discussions of this challenging problem by a group of New England extension workers and representatives of the Federal Extension Service. What was needed, they decided, was a long-time study or experimental pilot project to test and evaluate the means by which the organizations and agencies within the community might most effectively help meet the needs of this age group. The Extension Service, of course, is especially interested in what its role might be.

Such a project must be intensive enough to allow for careful and detailed study, yet extensive enough to take into account the varying condi-



Some of the leaders in the project: (Standing, left to right) William R. Miller, regional extension agent; A. L. Jones, eastern representative, Sears Roebuck Foundation; Laurence A. Bevan, director of extension, New Hampshire; James W. Dayton, director of extension, Massachusetts. (Seated, left to right) Edna Sommerfeld, regional extension agent; and Robert G. Hepburn, director of extension, Connecticut.

tions under which young men and women would be found. It was decided that these criteria could be met by working in a limited number of communities and by providing sufficient personnel to work in these areas on an intensive basis. Accordingly, a total of 6 communities were selected, two in each of the three participating States. Two experienced extension workers who would concentrate their efforts on this project are implementing special test programs in these areas. To accomplish the latter it was necessary to seek financial assistance from a source outside of the Extension Service. The project be-

came a reality when an educational foundation, namely the Sears Roebuck Foundation, recognized the value of such an experiment and provided the needed grant.

The New England Pilot Project for Work with Young Men and Women is sponsored and directed jointly by the Extension Services of Connecticut, Massachusetts, and New Hampshire, and the U. S. Department of Agriculture. The project is being conducted in communities located in Litchfield and New London Counties in Connecticut; Hampshire and Worcester Counties in Massachusetts; and Hills-

(Continued on page 107)

**This Agent
Knows His**

PUBLIC RELATIONS

LUCIEN PAQUETTE
County Agricultural Agent
Addison County, Vt.

NOTEWORTHY are the achievements in public relations of the Plymouth County, Mass., Extension Service under the direction of County Agent "Joe" T. Brown. He explains that there is no difficulty in establishing good public relations when an agent is willing to concede that other organizations have a service to perform, and is willing to use them in the promotion of his educational program. In his opinion, there is no greater handicap to an agent in establishing good public relations than to assume that the extension service is the ranking organization in the county and that all others are subservient to it. This includes not only the agricultural agencies, but also farm organizations, the farm dealers' groups, and other groups which have contacts with the farming and home-making public.

County Agent Brown attributes any success he may have gained in establishing good public relations within his county to the wide selection of leaders, requesting them to serve for a limited time and making them feel that the job to be done is worth the time needed to accomplish it. The organization in this county consists of many supervisory and advisory units. A board of nine trustees for the extension service acts as a governing body. In this county, the members of this board may serve two terms of 3 years each, after which time they can not be reappointed before an interim of one year. This practice has twofold benefits. For one thing, capable people are willing

to serve diligently for 3 or 6 years, but would be unwilling to accept an appointment if they felt it was to be a lifetime assignment. Secondly, this policy prevents the board from becoming old in years and lacking in imagination. In addition, by this automatic release from trusteeship no one takes offense at being replaced.

Under the board of trustees, the county agent-manager has the responsibility for supervision of the three departments — agriculture, homemaking, and 4-H Club work. Each of these departments has an advisory council consisting of representatives who advise the agents in program building and carrying out of the same. The county agent-manager has not only supervisory responsibilities, but takes charge of the agricultural department and assumes responsibility for project work as well.

County Agent Brown asserts that the Plymouth County Agricultural Council has done more to promote understanding than any other group in his county. This council has a supper meeting every month from October to May. It is composed of about 50 members and the average attendance is 30. Members who fail to attend three consecutive meetings are automatically dropped from the membership roll. Programs for the council meetings are decided by a program committee made up of representatives from agricultural agencies and farm organizations. In addition to a speaker on a subject of interest to the entire group, such as agricultural legislation, public policy matters, and particular county programs, there is opportunity for individual council members to speak of the service their organization is providing to the county.

In this council membership, there are representatives of Soil Conservation Service, Production and Marketing Administration, Farm Bureau, marketing organizations, commodity associations, representatives of farm machinery, equipment, and feed companies, and others who have contact with farm people. The agricultural council in cooperation with the advisory council for homemakers and

4-H Clubs sponsor a joint meeting each year to which legislative representatives are invited. At this time reports of achievements by the various agencies and organizations are presented so legislative members will be informed of the agricultural situation in the county. Other meetings are held throughout the year with dealer and credit groups, in order that the problems of agriculture may be better understood.

The service to other organizations in the county is also notable. County Agent Brown makes it a point to meet with the supervisors for the Soil Conservation District, Production and Marketing County Committee, Farmers' Home Administration Committee, the Farm Bureau directors, also to attend meetings of local co-operatives. In short, the extension service in Plymouth County is ready and willing to give active support to the worth-while programs of any organization or agency.

Organizing Against Gypsy Moth

As an illustration of the coordination and understanding which can be achieved through good organization, the eradication of gypsy moths on 460,000 acres was directed with the assistance of the county agent. The county commissioners, an elected board of three members, brought the county agent in to discuss the advisability of an aerial spray program for the eradication of gypsy moths. Recognizing the value to be derived from such a program, the county agent not only endorsed the program but gave active support to the United States Department of Agriculture, Bureau of Entomology, the Massachusetts Department of Conservation, and the county commissioners' office, by organizing a local sponsoring group. The group consisted of representatives from the forestry division, boards of selectmen, tree wardens, moth superintendents, sportsman clubs, growers' association, department of public health, fish and game department, and others. Following a meeting of this supervisory committee, at which explanation of the objectives and achievements to be ex-

(Continued on page 108)

What Makes the American Tick?

MEMBERS of the university staff, extension workers, and students of home economics at the Nebraska College of Agriculture are having a pleasant time this year, getting acquainted with Jeannette Burema, a home economics student from the Netherlands, and she has been busy finding out what makes the American homemaker tick.

Miss Burema is in the United States on the Helen Atwater Fellowship, presented by the American Home Economics Association. She is taking graduate work in Family Economics at the University of Nebraska.

In the Netherlands Miss Burema is the directress of the Foundation for Domestic Instruction in Rural Districts. She works under the Ministry of Education with headquarters at The Hague. She has under her direction 35 teachers who hold classes in cooking, sewing, and horticulture for village and rural homemakers, in

all the provinces of the Netherlands. Dutch extension work is partially supported by the Minister of Agriculture.

Since her work in the Netherlands is much like our extension work, Miss Burema has been very interested in what we do. Like other Europeans who have visited this country, she is interested in studying our system of local leadership. As much as her time permitted, apart from classes and study time, she has visited local leaders in their homes, at leader training meetings, at home extension club meetings, at county achievement meetings, at 4-H Club meetings, and at the State Home Extension Council meeting. She was also a student in the extension methods class where extension teaching methods and program planning procedures are discussed and worked on with extension majors.

Always, after she has been some-

where and seen extension work in action, she has sought some member of the extension staff to explain to her "why" we do it this way, or to tell us "how" a comparable situation might be handled in her country. She is interested in our folk ways which have developed this philosophy and American tradition which we call the Extension Service. The interchange of ideas between Miss Burema and extension staff members proves the basic extension philosophy that the sharing of ideas and experiences is the richest kind of living one can have.

Miss Burema has selected as a problem for her graduate work one that will help her to study the kind of homemaking instruction which would meet the needs of women in the Netherlands, and one which will, also, be helpful to women in Nebraska. She plans to make a survey of household production, studying those activities which would be replaced if market conditions, personal inclinations, and income were different. She wants to know how much homemakers buy and how much they make at home.

Miss Burema is constantly astonished at the things American people do for themselves like home sewing, baking, and even building. Watching us, she thinks of people in the Netherlands and their problems after the war. This raises the questions "How can people live on a high standard of living when they have less money?" "Is time used for home production efficient?" and "Does better equipment result in efficiency?"

Miss Burema lives at the International House and enjoys visiting with other foreign students. She likes to discuss her impression of American living and ways of doing things with students from other countries.

The Nebraska Council of Home Extension Clubs presented her with a check for \$100 so that she could do things and go to places which would help her understand the United States. During her Christmas vacation she took an extensive bus trip through southwestern United States. She, also, plans to travel in eastern United States before she goes home.



Jeannette Burema, from the Netherlands, enjoys a social hour with students from other countries at the International House at the University of Nebraska. (Standing, left to right) Mrs. Tatiana Zylik, Lithuania; Jeannette Burema, the Netherlands; Grace Young, Formosa, China. (Seated, left to right) Tokuyo Seimiya, Tokio, Japan; Helen Su, Foo Chow, China.

Take a Walk Around Yourself

WILLIAM M. SMITH, JR.

Professor of Family Relationships, Pennsylvania State College

Mr. Smith is not an amateur at extension work for he served almost 10 years in Ohio, New York, and Illinois. More recently, he has three times taught at the Southern Regional Extension School. His recent talks at annual extension conferences in Illinois and Maine proved to go over so well with the agents that Mr. Smith consented to enlarge his audience through the pages of the REVIEW. "Once Extension gets into your blood you always feel akin to Extension folks," he writes.

BUT when we think of evils
Men should lay upon the shelf
It's time that we went out
To take a walk around ourself."

Central to the problems of the extension worker as to anyone who proposes to teach is the quality of relationships he can build and maintain with people. How successfully or how unsuccessfully he or she gets along with folks sets the limits to how far he can go in sharing information or skills or methods with them. Important as the problem of human relationships is, more exten-

sioners than not must develop their skills in that area with little, if any, preparation during their college years.

There are no recipes for getting along with folks. Improving our relationships with others is a slow process. It involves looking at ourselves, checking up on ourselves, maybe changing ourselves—hence the topic of this discussion "Take a Walk Around Yourself."

How we get along with folks may be accounted for, or explained or excused, just as may any other form of behavior. How we act, how we look

at or to others, our opinions and attitudes become deeply ingrained as aspects of the personalities that we are. Once established, they are not so easily transformed. If we understand, however, how we got the way we are, and want to change enough—we may be able to do something about even how we get along with folks. It's a part of the process of never-ending growth, called maturing.

In general, our behavior including our relations with others can be explained by five factors, singly or in combinations. Our basic physical, mental, and emotional make-up set the limits of our growth. But most of us don't live to the limits of our potentialities. A second factor is our needs as individuals and the degree to which they are satisfied or thwarted. Such needs as those for growth or security or affection or recognition or new experience must be satisfied or tension develops. A third factor or grouping of factors is the set of habits, attitudes and values acquired as we learn. Each of us has certain ideas about what is most worth while in life. Each of us expects certain things of other persons. Because everyone does not share the same or similar ideas, misunderstandings sometimes arise, and we "don't get along so well." Another influence on our behavior is our cultural setting: The particular race, religion, family, or social position in which we live. Rural or urban residence, the region in which we lived as children also influenced our behavior, our relations with folks. One further category of factors which helps us to explain behavior is the social organization, the predominating ideas of the whole community or State or Nation. It is difficult to practice democracy in a culture that values autocracy or is organized autocratically.

Against the background of these general influences on our behavior we should like to suggest several questions relevant to specific situations where we work or do things with other people. Perhaps your answer to these questions or similar ones may

(Continued on page 108)



County extension agents "listen in" while rural leaders plan and evaluate.

Rural England Celebrates Festival of Britain

As Barbara Chapin, of Wellsville, N. Y., visited the rural towns of England last summer, she kept thinking of how many good ideas the ingenious extension agents of her acquaintance would find in these rural celebrations. So here she sets down for their benefit some of the things she saw.

THE Festival of Britain last summer started a whole new manner of celebration. Instead of staging a "World's Fair" kind of event, the planners called on those who live far from cities. They asked people on farms and in small towns what they would like to do to mark the year 1951. The answer was a country alive with fun and color and excitement. Although England is facing serious times, hungry, and short of most material things, there is scarcely a town in the Isles that cannot look back on the summer with pleasure and with pride.

Let's look at what some of the towns did. And maybe they will give us ideas of what might happen in our towns.

Bath is a large town, in the heart

of a farming area. Among the things I saw there one Saturday were 500 young people from the schools, each wearing a costume made of materials for which one could not spend more than one shilling (14 cents). There were knights from King Arthur's Court, ladies in waiting, Roman warriors, lions—each costume was different, each bright and interesting. All business was suspended. The main highway was closed. And to the music of a band, they danced in squares of four couples down the streets of the town, to the green (park) where they presented a pageant of the history of Bath.

In the town the same week there were nightly concerts. One night the river was floodlit, and the or-

chestra on a barge played as it floated through the park. There was a ballet; there was a solid week of special films for children; there were fireworks. The country held a Drama Week, with plays presented by people from the sections around Bath. There were marionettes—the Lanchester Marionettes, no less. For the older people, a series of lectures, a writers' conference. The Duchess of Gloucester (as exciting to people in England as a movie star is here) visited the town. In the park each night they had dancing and music. And, if you liked art, there was a magnificent exhibition of Gainsborough, another of architecture, and a splendid book exhibition for those who read.

Add to this, a championship dog show, horse racing, cricket, folk dancing, and an assembly ball; and you will recognize that it was a summer to remember.

Many new friendships were made, both individually and between town and country folk. There was a new interest in resources such as the library, the art gallery, and the concert hall. People of Bath were reminded of their town's history: a very romantic and famous history it is, but so bombed that its beauty was almost forgotten. Much was rebuilt and repaired for the festival.

Many small towns planted parks, had exhibits of local books, and local arts and crafts. Some used the occasion to launch work on a community center. For Britain has an extensive and most exciting development devoted to starting community centers.

There were many music and drama festivals. Sometimes tree planting was the sole project of a village. Some towns arranged guided tours to points of interest, and at Oxford and Cambridge, students made good money and enjoyed themselves guiding tourists about the colleges.

Sometimes people were more interested in other lands; they had UN displays. Two villages were the scenes of UN agency conferences. Many towns had sports contests, with youth from Holland and

(Continued on page 109)



Villagers and visitors line part of the High Street, as the Carnival procession comes into view.

Do You Know...

Colorado supplies the presidents for the National County Agents and Home Demonstration Agents Associations.

EXTENSION workers in Colorado are known for their unique and outstanding work, but two Centennial State agents captured the confidence of their fellow workers to the extent of performing a feat not known to have been done before—that of a woman agent and a man agent from the same State being elected to the presidency of the National Association of Home Demonstration Agents and the National Agricultural County Agents' Association in the same year.

Sherman S. Hoar, Sterling, Logan County agent, and Mrs. Carmen Johnson, Larimer County home demonstration agent, are both serving this year as president of their respective organization.

Hoar was vice president for the county agent group during 1951 and served on the board of directors and as chairman of the information committee prior to 1952.

The Colorado agent has long been active in agricultural circles, coming to Colorado from Kansas in 1939 where he had been county agent for 11 years. Hoar's agricultural agent work has been outstanding in all phases with emphasis placed on research which would aid farmers and ranchers.

His grass-roots career cannot be exemplified by any one phase of work but by the fundamental of all extension work, the process of helping people to help themselves. His service and work on State, regional, and national extension and agricultural committees has been untiring.



Sherman S. Hoar, Logan County agricultural agent.

Mrs. Carmen Johnson, who assumed her duties this year as the tenth president of the National Home Demonstration Agents' Association, is in her 18th year of extension work.

As home demonstration agent in Colorado's Larimer County, Mrs. Johnson has not only gained recognition in increasing club membership, but has also found time to take part in many community activities and professional organizations, as well as to keep a home.

Today the percentage of rural women who participate in Larimer County's home demonstration club program ranks among the highest in the Nation. Colorado A. & M. Extension Service officials attribute this achievement to Mrs. Johnson's ability to encourage her women to assume much of the leadership of their work themselves.

In 1947, Mrs. Johnson went to Holland as a delegate to the convention of the Associated Country Women of the World. Then in the summer of 1950 she went to Europe again, this time to tour many of the countries and to visit her daughter and son-in-law in Stuttgart, Germany.

A graduate of Colorado A. & M. Mrs. Johnson taught school in Manzanola and Idaho Springs and was at Western State College in



Mrs. Carmen Johnson, Larimer County home demonstration agent.

Gunnison, Colo., before she became a home demonstration agent. It was recently pointed out that she has also attended all but one of the region's Extension Service summer school sessions since they were started in 1936.

Offices she has held in the NHDAA have included councilor of the western region from 1944 to 1946, second vice-president from 1947 to 1949, and president-elect from November 1950, until she took office as president at the national convention in Fort Worth, Tex., in 1951. In 1945, she was among the home demonstration agents in the Nation who were given national recognition for outstanding service by the association.

4-H Club Work

The Little Elam 4-H Club of Charles City, Va., is enjoying the swings erected on the school grounds by efforts of this club. Since the school ground is the only place in the community where children meet, money was raised by the club toward playground equipment. By the first effort \$31 was raised. A commercial concern donated 20 feet of pipe for main top support. A parent brought equipment and erected three sturdy swings.

PEST CONTROL presents one of the most complicated and dynamic problems with which the farmer of today is confronted. In these critical times he is urged to give the country greater production. He is aware that the decline in reserve stocks of feed grain presents a major problem of concern to both livestock producers and consumers. Corn is the national feed king, but on March 1 intentions to plant showed no greater acreage than last year. It also showed lower barley and grain sorghum acreages. To increase production on this acreage, control of destructive pests must be done wisely and economically.

This is not a simple matter. Almost double the number of chemicals are put into insecticides as 10 years ago. The number of trade products has doubled. In fact more than 30,000 have been registered. There was more DDT or BHC used in 1951 than the combined total of all insecticides in 1940. With this multiplication of complication, improper use of a million pounds of pesticides would bring about a chaotic condition involving our crops, livestock, and even man himself.

The Federal Food and Drug Administration, the U. S. Public Health Service, and corresponding State agencies are showing greater concern because of the expanded use of new insecticides. Because of this concern there is greater pressure to enforce the pesticide laws.

The Secretary of Agriculture last September appointed a study group of consultants representing industry, research, education, State and Federal Governments. They studied the Federal programs directed toward the eradication or control of insects and plant diseases which require action beyond the ability of individual farm operators.

"Vital to the entire control program is public education," they reported, and again reiterated the self-evident truth that: "Control measures stagnate and become futile, and research is sterile unless accepted and applied by the growers of crops and the administrators of land. Someone must tell why certain actions are required and the consequences of neglect."

PEST CONTROL - A Big Job

M. P. JONES

Extension Entomologist, U.S.D.A.

These men stated that farmers are not now adequately informed about the presence and importance of many insects and plant diseases and about control measures which they may take or which may be carried out in their behalf.

The extension services they said, should assume a larger role in this activity. "The primary responsibility for educational programs for farmers lies with the Extension Service and the evidence indicates that a major educational job is needed in the field of pest control." The job has been assigned. The need is critical.

Much, of course, has been done. But the need has grown faster than educational plans. It has been further aggravated by the changes in the agricultural pattern, often on short notice. Growers changing their cropping systems are often confronted with pests which are not familiar. Many farmers have increasingly larger investments in mechanization. Their livestock and their crops are more valuable. They cannot afford to lose this investment.

The rapid change in the agricultural pattern in the Southern and Eastern States—more livestock, more pastures, and more grain—is not without its change in insect problems. We are hearing more about the southern grassworm, thrips, corn earworm (cotton bollworm), plant bugs, and aphids. The better quality livestock makes farmers appreciate the need for control of flies, lice, ticks, and mites. The new insecticides make possible economic control of root-infesting insects which farmers virtually had to tolerate in the past. The higher price of grain, necessary

to the production of quality livestock, prompts farmers to request help in the control of stored-grain pests.

"Complete prevention of losses to rodents and insects would save more than enough grain to eliminate feed grain deficits during the coming year," estimates Secretary of Agriculture Charles F. Brannan. This means cleaning up old stocks, fumigating carry-over and storage bins, ratproofing, and birdproofing storage facilities and taking other measures known and recommended.

Grain for human consumption has been carelessly handled, making it difficult for millers to produce the quality of cereal products demanded in the country. In the past the Food and Drug Administration has looked to the bakeries, millers, and terminal storages to keep food products clean. It is now turning to the community elevators and farmers to eliminate grain contamination at these sources. The grain trade is working to clean up the elevators but the job of helping farmers to supply elevators with clean grain rests with the extension workers.

The 1952 production goals for corn ask for a 15-percent increase in corn production on 6 percent more acres. This will necessitate increased yields per acre. The control of the European corn borer and other corn insects will contribute materially to this increased production.

Our range lands support upwards of 100 species of grasshoppers. Some are general feeders, some are rather specific as to food habits. Some appear early in the season, some later. Some build up enormous populations

Ahead



at times while others remain relatively scarce.

The real importance of the range grasshopper is being brought to our attention. Normally the population of the different species of range grasshopper is not as conspicuous as are the hordes of some of the migratory forms. However, one or other of the species occurs on about every square yard of the range land. They are there to start clipping the grain as soon as it starts to grow. No livestock can start feeding on grain as early or graze it as closely as the grasshopper. In the past control measures have not been specifically directed toward the range grasshoppers. Newer insecticides make control of some of these species profitable in certain areas, especially where land is being reseeded. The range in hatching dates of the different species makes proper timing of the spraying essential. It will be necessary to watch carefully.

The new insecticides which can be applied as sprays make it possible for farmers to protect their own crops. This diminishes the need for large-scale regional control programs, especially in the crop areas, but increases the need for expanded extension programs.

The recent Cotton Insect Control Conference reported that while boll-weevil damage to cotton generally was less than in the last 2 years, other pests such as the bollworm, pink bollworm, aphids, thrips, cutworms, and spider mites moved in to cause serious losses.

Cotton farmers in 1951 used more insecticides and did a better job of controlling insects than ever before,

reports Avery S. Hoyt, chief of the Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture. "Yet, 1951 witnessed a strong upsurge of the pink bollworm, most serious of all cotton pests, and cotton farmers failed to reach the 16-million-bale goal set by the Secretary of Agriculture by just about the amount the insects took."

Entomologists believe control of the pink bollworm to be among the most serious of cotton insect problems facing this Nation today. Today the pink bollworm threat can be met with DDT but will demand the highest degree of cooperation between farmers, entomologists, regulatory officials, and industry.

"The impressive thing about insects," says Mr. Hoyt, "is that the story is never the same for any 2 years. The number and kinds of insects change as weather conditions vary, as the numbers of natural predators and parasites increase, as the uses of effective insecticides and control ebb and flow. One thing alone is certain: there is need for insect control."

The State and Federal Governments and industry spent about 14 million dollars last year in research and the development of new insecticides. During the same year, the American public spent approximately a billion dollars in the control of insect pests. Between these two is the Extension Service. An effective service can squeeze much waste from the billion and at the same time give greater protection.

The volume of services requested of extension workers necessitates the use of radio, television, and press. Though effective, this creates a demand for more help than is available. Form letters, mimeographed instructions, trained leaders, and all other devices known to an extension worker will be needed to make order out of chaos, to get information to all who need it when they need it.

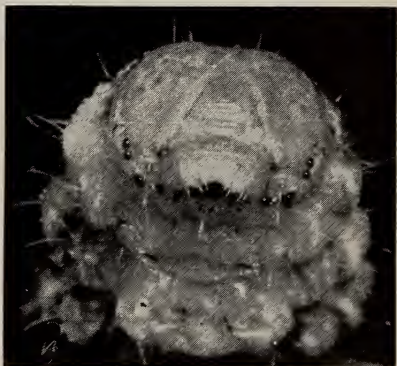
The problem is here. It is big, it is vital. There is probably no single answer to the situation as I have outlined it, but the challenge is there for the Cooperative Extension Service, and in some way the work will have to be expanded to meet it.



A menace to stored grain.



Business end of a boll weevil.



Corn earworm coming this way.



The hungry grasshopper.

Research in the Desert



RESearch, both atomic and of the grassroots, is conducted in the Nevada desert. Within sight of radioactive clouds from atom bombs set off at Frenchman Flat, north of Las Vegas, are 34 experimental forage grasses and 12 alfalfa strains, planted at Hiko, Nev., by the experiment station and extension service of Nevada.

Fifty airline miles are between the two experimental areas. Rarely has this short earthly distance separated two more divergent types of research.

One form of experimental endeavor uses the wide expanse of desert

waste to test the tremendous powers of destruction from nuclear chain reaction blasts, and find ways to harness release force for tactical advantage.

The other research is to determine the power of production desert soils when water and care are added.

Both the atom tests and the forage tests are something new under the desert sun. Less than 2 years old, each may have profound influence to exert. Tomorrow—Atomic energy for the world; today—practical down-to-earth improvement of agricultural living.

formation have presented the data to enable the reader to determine the most economical feed combinations for maximum production of meat, milk, eggs, wool, and work.

Application of the information contained in the reports, the compilers believe, will help maintain maximum vigor and health among the Nation's farm livestock and poultry. These reports include tables of feed composition and suggested feed mixtures for providing the recommended nutrient allowances. In addition, the signs and symptoms of nutritional deficiencies are described and often illustrated.

These booklets can be obtained at 50 cents a copy from the Publications Office, National Research Council, 2101 Constitution Avenue, Washington 25, D. C. Quantity lot prices will be quoted on request.

Also available, without charge, is a leaflet, "The Scientific Feeding of Farm Animals," County agents and agricultural teachers may obtain a supply of these to give farmers, feed men, and students interested in learning where they can obtain more data about animal feeding.

● Although not everyone yet knows the meaning of 4-H, "the information may be closer at hand than you think," vouches J. B. McCool, Clinton County (Pa.) Agent.

After hearing two 4-H'ers address a recent Lock Haven, Pa., Rotary Club meeting, one of the service clubmen, a Sunday School teacher, decided the 4-H report would aptly illustrate his forthcoming lesson. He liked the emphasis on "clearer thinking, greater loyalty, larger service, and better living."

He knew these qualities were the embodiment of the four H's but by Sunday had forgot what each one stood for, and that was to spark his presentation. He thought of his county agent and put in a telephone call. But the agent was out. The operator listened patiently as her client explained the purpose of his call.

"Oh!" came her calm reassurance. "The four H's mean 'Head, Heart, Hands, and Health.'"

Scientific Livestock Feeding Information Now Available

DIGESTED data about the "scientific feeding of farm animals" are more readily available than the average county agricultural agent realizes.

Six booklets, recently revised by the Committee on Animal Nutrition of the National Research Council's Agricultural Board, now are avail-

able at cost. This series is known as the Recommended Nutrient Allowances; separate booklets are available on poultry, swine, dairy cattle, beef cattle, sheep and horses.

Data in the booklets have been obtained by reviewing and digesting all significant research work in animal nutrition. Compilers of the in-

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

From Hours to Minutes

A 15-minute test for determining the oil content of soybeans promises new hope to soybean growers of better prices for soybeans that yield large amounts of oil. The new method was developed by PMA grain specialists in cooperation with a commercial manufacturer of electronics equipment.

At present, soybean grading standards are based on general appearance, moisture content, etc. It is generally believed, however, that quantity and quality of oil should be the basis for market inspection. One reason this has not been done has been the lack of a method of determining the oil content that would be practical for use in routine inspection work. PMA developed a quality test some years ago that is used to some extent by soybean buyers, but the only quantity test available took several hours for the analysis.

The new quick method does not require technically trained help. Two analysts can make 20 to 30 tests per hour. Equipment for the new test is cheaper, too: it costs only about half that for the present official method.

Plants Reveal Deficient Diets

The trend toward use of more concentrated fertilizers in the last decade has pointed up the importance of minor elements in plant growth. Because most commercial fertilizers contain the primary and some of the secondary plant nutrients, it was not evident at first that deficiencies in other essential plant foods were causing defective growth in plants.

ARA scientists working with tobacco plants for many years identified symptoms of deficiency of boron, copper, iron, manganese, molybdenum, and zinc. An interesting

thing is that regardless of other conditions, the characteristic symptoms of the deficiency of an element are always the same. The fact makes it much easier to identify the trouble.

Shortages of magnesium result in a typical chlorosis that has been called "Sand drown" in tobacco. Top rot of tobacco, heart and dry rot of sugar beets, internal browning of cauliflower, internal cork of apples, and cracked stem of celery are due to boron deficiency. Wither tip is characteristic of copper deficiency. Chlorosis or mottled appearance of the young leaves is a typical symptom of lack of iron. A shortage of molybdenum or zinc results in a chlorosis and necrosis (dead spots) of the older leaves.

Very little is known about the functions of these elements for normal plant growth, but the scientists say that as we learn more about the why and how of these minor elements we will be more nearly able to mix fertilizers that will give highest yields of good quality crops.

Mosquito Fight Goes On

Summertime is mosquito time. Home owners and farmers have been confidently spraying mosquito breeding places with DDT since World War II. The first couple of years they thought they had the mosquitoes licked, but as time passed they began to wonder. The mosquitoes are up and around regardless of the DDT spray.

ARA entomologists have found out why—mosquitoes are developing resistance to DDT. Tests conducted during the past year in the heavy mosquito-breeding areas of Florida and California showed the mosquitoes to be definitely more resistant to DDT but not noticeably resistant to

newer insecticides such as lindane, chlordane, and BHC. They believe that mosquitoes may also build up resistance against the other insecticides that, like DDT, have a residual or long-lasting toxic effect.

There is good evidence that resistance builds up more rapidly when insecticides are used on larva and adults than it does when they are used against adult mosquitoes alone. Entomologists recommend, therefore, that more emphasis be placed on permanent control methods such as draining and filling mosquito breeding areas and stocking bodies of water with fish that feast on the mosquito larva.

DDT is working all right so far on adult mosquitoes in and around homes or urban communities. This is apparently because only adult mosquitoes come in contact with the insecticide and then usually with a dose that kills them.



The best way to control mosquitoes in marshy areas is to open the land to tidal action or to drain by ditching.



Have you read

INFANT CARE. Children's Bureau, Federal Security Agency. U. S. Government Printing Office, 20 cents.

● Infant Care—the world's best seller—marks the new era in the care of babies by a completely rewritten edition. The new bulletin brings together our increased knowledge about what is good for children from birth to the first year. Recent research has given us new insights into growth and development and repatterned the methods of caring for little folk. Great stress has been laid on the improvement of the child's relations with his parents and other members of the family. This brand-new edition starts with some delightful pages on the new experience of becoming a parent. Every page is packed with sound suggestions for physical and emotional care of the new personality.

The first edition, entitled "Child Care," was published in 1914. Since then there have been frequent revisions. Mrs. Marion Faegre, well known in the field of parent education, is the author of this edition. She knows and understands the perplexities of new parenthood and in an easy-to-read style gives comfort and guidance.—*Lydia A. Lynde, Parent Education Specialist, Extension Service, U.S.D.A.*

ELEMENTS OF PLANT PROTECTION. Louis L. Pyenson. John Wiley & Sons, New York, N. Y., 1951. 538 pp., 225 figs. (photos and drawings).

● This introduction to plant protection was prepared primarily as a text and source book for students in vocational agriculture, technical institutes, and in early years of agricultural college. But county agents, persons engaged in agricultural advisory work, and others who contact farmers

and plant growers will also find it a ready source of self-help. This is especially true if they feel their training in entomology, plant pathology, and weed control has been deficient. This book takes up all three of these subjects in a fundamental and understandable way. It also brings together information on control of rodents, birds, and other animal pests. It is surprising how much basic, and at the same time practical, material can be gathered into the 28 chapters of this 538-page book. The information on control is practicable and up to date. It is not only a "how-to-do-it" but "why-we-do-it" book as well. It will give the student who may not be able to take further courses a good working knowledge of insects, plant diseases, weeds and their control.

The author is entomologist and plant pathologist at the Long Island Agricultural and Technical Institute at Farmingdale, N. Y., where this text should very satisfactorily meet the needs of his 2-year students in horticulture.—*Royal J. Haskell, Extension Specialist (Garden and Home Food Preservation Program).*

CORSAGE CRAFT. Glad Reusch and Mary Noble, D. Van Nostrand Co., Inc., New York, N. Y., 1951, 148 pp., 17 plates, 60 figs., 3 charts.

● The art of corsage making, generally regarded as an exclusive florist trade technique and something to be learned through floricultural courses or apprenticeship, is now open to anyone who has the inclination to learn. This book explains in detail the equipment that is used, the principles of design, conditioning and preparing the flowers and foliage, and the clever methods for assembling the parts into harmonious creations. Even the commonest flowers and leaves—those you grow in your own garden—such as calendulas, day-lilies, zinnias, ivy and even pine cones

and holly, can be blended into distinctive and beautiful works of art.

The authors write from long experience in teaching and lecturing on corsage craft and other aspects of flower growing and flower use.

This book would serve as an excellent leaders' handbook in connection with home demonstration and 4-H Club clothing, handicraft or gardening projects. — *Alice Linn, clothing specialist, Extension Service, U.S.D.A.*

LIFE ADJUSTMENT BOOKLETS AND BETTER LIVING BOOKLETS. Science Research Associates, Inc., 57 W. Grand Ave., Chicago 10, Ill.

● You will have fun reading these 48-page booklets on timely topics for teen-agers. And I believe you will find them useful and suitable source material for discussion groups of leaders, 4-H and older youth, as well as for parents and teachers. You'll find the information easy to read and easy to find in these booklets—each one written by an authority on the subject covered. They are published monthly during the school year in three different series.

The *Life Adjustment Booklets* are put out in two series—one series called *Junior Life Adjustment Booklets*. As the titles imply, they are designed to help children and young people adjust themselves to their everyday problems and in this way help solve them.

Apparently all teen-agers have problems—similar problems—according to a survey of 15,000 young people made by the Purdue Opinion Panel. The results of this survey are given in one of the *Life Adjustment Booklets* called "What Are Your Problems?" The authors discuss the problems teenagers themselves said were most important to them—problems about health, school, home and family, boy-girl relations, getting along with people, personal problems, and their future.

Both teenagers and adults will pick up some useful ideas in the booklets on how to speak and write effectively. *How To Be a Better Speaker*, by Bess Sondel, of the University of Chicago, gives the essentials of good speech, how to carry

over the freedom and ease of everyday speech to more formal speaking. *How To Write Better*, by Rudolf Flesch, tells how to write clearly, simply, and interestingly; how to write the way you talk.

The booklet, *Your Club Handbook* seemed to me to have some live ideas on motivation: how to motivate young people (the nonjoiners) to join a club; and some ideas on what to do after they do join. It tells all about clubs—how to choose a group, the purpose of different clubs, how they can be set up, how parliamentary procedure works, how to plan programs and discussion groups, and how to get the most from group activities.

Particularly timely is the booklet, *Facts About Narcotics*, that should be a weapon for all teachers and parents in their fight against narcotics.

A booklet in the junior adjustment series called *Exploring Atomic Energy* describes how a group of upper elementary grade boys and girls learned about atomic energy. Attractively illustrated, with helpful diagrams and sketches, this Junior Life Adjustment booklet answers questions about the atom, the atomic bomb, the atomic furnace, and peacetime possibilities of atomic energy. It explains atomic energy in terms boys and girls can understand.

For Parents and Teachers

The *Better Living Booklets*, the third series, is a newer series of booklets prepared for parents and teachers to help them better understand young people and their problems. These booklets discuss many of youth's most perplexing problems in the social, educational, vocational and personal areas, and provide practical ways to help solve them.

These booklets are written by people noted for their contributions in the fields of child guidance, education, and human relations. The following titles of some of these guidance booklets suggest the subjects covered: *Helping Youth Choose Careers*, *How To Live With Children*, *Let's Listen to Youth*, *Self-Understanding—A First Step to Understanding Children*, and *When*

Children Start Dating (suggestions on how to better understand boys and girls when they are learning to get along with the other sex.)

All the booklets are well written in easy-to-read, interesting style and are attractively illustrated. The illustrations are both eye-catching and functional.

Each booklet has an excellent table of contents (full of live subheads with live verse) and a well-selected annotated bibliography that makes the booklets especially valuable to counselors, discussion groups, teachers, and extension workers. Good type, good length, good organization, and a good price make these booklets highly desirable for all who work with young people.—*Amy G. Cowing, Federal Extension Service.*

THE 4-H STORY—A HISTORY OF 4-H CLUB WORK. Franklin M. Reck. The Iowa State College Press, Ames, Iowa. 308 pp. (Order from National Committee on Boys and Girls Club Work, Inc., 59 East Van Buren Street, Chicago 5, Ill.)

- The Cooperative Extension Service has long desired a printed history of the 4-H Clubs. That desire has recently been realized in the publication of "The 4-H Story" by Franklin M. Reck.

Director M. L. Wilson appointed a committee to supervise the publication. Following his being selected as the author, Mr. Reck traveled extensively over the United States in order to obtain authentic, documentary material for his manuscript. Each State checked the manuscript for accuracy. The printed book is the result of the cooperative effort of the Extension Service and the National Committee on Boys and Girls Club Work.

Very interestingly the story is told of a desire for constructive activities for rural young people which was evidenced during the latter part of the past century and the early part of the present century. Parents, rural school administrators, State Agricultural Colleges in all parts of the United States had a part in evolving plans which later developed into Boys and Girls Club Work.

In 1914 Congress passed the Smith-Lever Act which established the Cooperative Extension Service on a Nation-wide basis. In the early 1920's the term 4-H came into general use.

More specifically described are the developments from about the turn of the century to the present time. In a very readable way is told the progress made until now the 4-H program is carried on in every part of the United States and its territories as well as in some 30 or more countries throughout the world.

THE 4-H STORY should be read by every extension worker and should be a part of every county extension office library.—*R. A. Turner, retired, Senior Agriculturist (4-H Club Work), U.S.D.A.*

ENTOMA—A Directory of Pest Control Materials, Ninth Edition, published by the American Association of Economic Entomologists. 450 pages. Copies available from the editor, Dr. George S. Langford, University of Maryland, College Park, Md.

- This reference book contains information on insecticides, fungicides and herbicides, including coined names, letters and numbers used to designate certain pesticides. Such miscellaneous facts as antidotes for some economic poisons, tables of measure, weight, capacity, and dilution are also included.

There are lists of supplies and equipment, insecticides, machinery and supplies, soil fumigating equipment, entomological and related services, airplane custom spray operators, pest control operators, publishers of entomological books, motion picture films of insects, insecticide, and fungicide manufacturers, and State, Federal and commercial agencies having to do with pest control.

County agents would undoubtedly find this very useful in their work. The extension entomologist or any other entomologist, who is a member of the American Association of Economic Entomologists has a copy which agents might examine to determine whether or not they wish to purchase it.—*M. P. Jones, Federal Extension Entomologist.*

You'll Want to Meet

M. M. Hubert who has given 39 fruitful years to the Negro farmers of Mississippi

THE FIRST Negro county agent in Mississippi, M. M. Hubert, has just retired from active duty. Starting in Jefferson Davis County back in pre-Smith-Lever days he either walked or borrowed a mule to make the journeys from community to community in the discharge of his duties. Winning the confidence and friendship of the farmers of Silver Creek Community, he succeeded in getting them to make the first co-operative shipment of white potatoes the year the Smith-Lever Act was passed establishing the Cooperative Extension Service. That same year a cooperative shipment of poultry was also made.

In 1915 he was appointed State agent for Negro men's work with four agents to assist him in the task of helping Negro farmers achieve better living on Mississippi farms. When the first World War broke upon the Nation there were 7 county agents and 1 home demonstration agent

hard at work at the large task the Extension Service had set for itself. They built wisely and well. Now more than 100 extension workers are following in the trails they blazed.

Believing that cooperation could lighten the burden of the Negro farmer, the State agent helped farmers in Hinds County organize a co-operative marketing association in 1917 which grew and prospered to such an extent that a railroad provided spur tracks and shed for their use.

In reporting on his work before turning it over to others, Mr. Hubert said, "The supervisors and county agents are working closely with the State extension office and experiment stations in building and conducting programs for raising the standards of living among Negroes.

"Homes are being improved and farmers are using subject-matter information for increasing their production per acre through extension

teaching. Many have changed from the old one-crop system, which we had in the beginning, to a balanced program which brings in cash to the families from various sources."

A native of Georgia, Mr. Hubert was educated at Morehouse College, Atlanta, and Hampton Institute in Virginia. He has also studied at Tuskegee Institute, Alabama, and at A. & M. College, Pine Bluff, Ark. He spent the first few years out of college teaching in the public schools of Georgia.

To express their appreciation of his service, Mr. Hubert's coworkers honored him at a special meeting in the College Park Auditorium, March 21. Several hundred members of the Negro State Teachers Association swelled the numbers who came to honor him. He received a television set, an easy chair, a table, reading lamp, brief case, traveling bag, and silver platter. The pin for 30 years of service and a certificate for 38 years and five months' of service in the U. S. Department of Agriculture were presented to him. He, also, prizes highly the special retirement key from the Negro County Agents' Association and the bound volume of letters from extension workers associated with him. Dr. Clay Lyle, dean and director, division of agriculture; and M. S. Shaw, associate director of the Mississippi Extension Service, joined those who were honoring this pioneer for better living through extension teaching.

- The Negro home demonstration clubwomen of Westmoreland County, Va., sponsored a county-wide recreational workshop for all county leaders in helping to carry out their State goal of health and recreation. They obtained the services of Grace Walker, creative artist and field representative of the National Recreation Association who spent the entire day working with and training leaders. Approximately 300 interested persons attended this workshop. The group included ministers, teachers, supervisors, and principals of schools, home demonstration club leaders, 4-H Club leaders, home demonstration agents, 4-H council members, and other youth groups.



M. M. Hubert (left), leader of Negro men's work of the Mississippi Agricultural Extension Service retiring after 39 years' service, receives a bound volume of letters from R. M. Mackey, president of the Mississippi Negro County Agents' Association; and Mrs. Flora D. Parrish, president of the Mississippi Negro Home Demonstration Agents' Association.

Help the Young Folks

(Continued from page 94)

boro and Rockingham Counties in New Hampshire with the active support of the county extension services in these counties.

To get the project under way, it seemed appropriate to start by exploring the situations and needs of the young men and women living in the selected communities.

The first step was to take a *youth census*. Key leaders and young people representing all sections of each community met to work on this census of young men and women. They listed the names, addresses, marital status, locations, and occupations of all the young men and women in the community. This gave an accurate picture of the number of young people in the area as well as those who were temporarily out of the community—in school, or in the service. One of us working with county extension agents made the plans for these meetings.

The next step was to determine the situation and to find out something about the needs and interests of this age group. This was done through a *random sample survey* of the 18- to 30-year-old group who were out of school and living at home. This technique is called the *benchmark survey*.

In each community, all of the county extension staff and two to three State extension workers assisted with this survey. The young people were visited in their homes, and 60 to 65 young people were interviewed in each community. Plans for these meetings, too, were made by one of us and the county extension folks.

Mrs. Laurel Sabrosky of the Federal Extension Service directed the survey procedure. She, also, supervised the tabulation of the questionnaires at the Federal office.

Interpretations of data from the census and the survey provide a measuring point and background information which may be deciding factors in future developments.

The next step was to help the communities become aware of the situations and needs of this age group.

Accordingly in recent months we have been reporting to committees of young people on the findings or interpretations of the benchmark survey. The young people have helped determine how this information should be reported to everyone in the community. This is being done through large and small discussion meetings, news articles, or a series of illustrated letters. Mimeographed interpretations and visual aids, such as line charts, posters, flannelgraph, and pictures have also been used to give life and color to the information.

These interpretations have also been discussed by the county and State Extension staff members concerned with the project.

The Next Step

The project is now entering its second stage in which we will explore and test the methods by which Extension can help to meet the needs of 18- to 30-year-olds, particularly in rural communities. Primary emphasis will be given to stimulating both the youth and the adults in the communities to further develop Extension's program activities and services for young men and women. If necessary, they will be helped with new programs. As the New England Pilot Project progresses it will be our purpose to carefully observe and record the processes by which the results have been achieved. It will, also, be our purpose to constantly evaluate the possible role of the Extension Service in accomplishing similar results in other communities as a part of its regular program.

This is an exploratory 3- to 5-year project in which the first year has not produced any conclusive results. However, the following general observations are of interest and will be explored further:

1. Young married couples say that they want to do things together *most* of the time, separately sometimes.

2. It is becoming more evident that the differences between the needs of married and single young people are significant enough to require more study.

3. While there are many organized activities in each town, they do not

strongly attract this age group and around two-thirds of the young men and women are interested in additional ones.

4. Extension workers, both county and State, who helped with the survey enjoyed doing so and discovered that there were more young people of this age in rural areas than they were aware of.

5. The young people who have thus far worked on the project have been interested in being a part of an experiment.

Since the extension agents of the participating counties are seeking more effective ways of serving young men and women, they keep in close touch with the project. The young people and key leaders in each community have an important part in deciding what kind of assistance is desired and how it might be available.

A steering committee directs the New England Pilot Project for Work with Young Men and Women. The three State Extension Service directors are members of the committee: Robert G. Hepburn, Connecticut, chairman; James W. Dayton, Massachusetts; and Laurence A. Bevan, New Hampshire.

The Steering Committee

In addition, the committee personnel includes county extension workers, State leaders, State specialists, and Federal Extension Service specialists. Dr. Daniel Prescott and Dr. Glenn Dildine, Institute for Child Study, University of Maryland, act as consultants to the steering committee.

Under the guidance of Dr. Prescott and Dr. Dildine, the New England Pilot Project is more than a single trial and error experiment in the effectiveness of the extension methods usually used in working with this age group. The Steering Committee hopes that through this project the Extension Service may find the opportunities and fundamental principles for reaching this age group which in turn may have application in other phases of the entire Extension Service program.

Public Relations

(Continued from page 95)

pected was made, the problems of execution were minimized. Representatives on the committee from each town had the information correct when they returned to their townspeople to relate it as a constructive program. A supper meeting with representatives of the press was arranged with adequate information available for them to use in publicizing the project.

Though the county agent claimed to be no expert in the eradication of gypsy moths from his county, his contribution in organization of the work coordinated the responsible agencies and brought about a thorough understanding of the benefits to be derived by the people of the county. It is through such willingness to accept responsibility, even to initiate it, that good public relations in Plymouth County have been established.

Soil Conservation

(Continued from page 92)

adoption of improved management practices, production can be at least doubled in much of the areas. Some farmers have already proved that in their own fields.

The average unimproved pastures will probably produce no more than 75 pounds of beef per acre annually, if that much. Yet, improved pastures can be made to produce several times that much beef. Reports from all parts of the country give some indication of potentialities.

A farmer in Oregon told me that he is producing 800 pounds of beef per acre on irrigated pastures. In Florida a beef yield of 2,040 pounds per acre was produced on an experimental pasture on muck land. Throughout the Southeast, with its long grazing season, improved pastures have been found to yield as much as 500 pounds of beef per acre. Big beef yields are being obtained on

permanent pastures in the Midwest, too. In an erosion study at Columbia, Mo., in 1951 a brome-grass-Ladino clover pasture produced 475 pounds of beef per acre by October 23, and it was still being grazed.

I am not suggesting that we can bring all of our permanent pastures up to that level of production, but these examples are positive evidence that the Nation's grasslands have an enormous production potential.

Obviously, our soils have the capacity to produce at much higher levels than they are now producing. To realize their full capacity is a big challenge, and will be an extremely difficult job. It will take much more push than we are now putting into it. Never before has there been such urgent need for teamwork in helping farmers to get more improved soil-management practices into use.

Take a Walk Around Yourself

(Continued from page 97)

help you see how you can do a better job of getting along with folks. So—take a walk around yourself.

1. Can you get what you want in a situation and let the other person get what he wants too? You want the 4-H Calf Club to work harder on its judging team practice. Mr. Henry, the leader, wants the boys to win the county softball championship. Must the situation be resolved according to your dictation or can you help the club and the leader find ways of reaching more than one goal? One of the needs which we most often forget to satisfy in others is the need for recognition and approval.

2. Do you help individuals find jobs at which they can succeed? Are you trying to do something at which you can not succeed or with slight possibility of success? This does not mean that we confine our efforts to easy work or set our goals low. It does mean that we help others and ourselves to make realistic evaluations of resources: time, energy, money or talent, and plan our activities accordingly. It also means being aware of trends so that we work

with rather than against positive social forces. It has been said that a perfect formula for frustration is to plan a program against a trend. It is also frustrating—and damaging to human relationships—to plan or to try to work for unattainable goals.

3. Related to this is the next question. Can you help folks, as individuals or in groups, to plan realistically so that accomplishments or results reach or surpass expectations? The psychologist, William James, suggested that a person's happiness is a function of the relationships between what he expects out of life and what he actually experiences. Planning a step at a time, helping others to find satisfactions in small achievements, seeing little tasks well done as parts of a bigger enterprise—these help to keep our feet on the ground, our dreams in tune with reality.

4. Can you work without a label? Can you share in some common enterprise in your community, county, or State without worrying about whether or not you'll get the credit? Are you willing to work for purposes larger than your own even when someone else or some other group labels the favorable results as "theirs?" We are not appealing for sacrificial effort here but we are suggesting that we keep our eyes on the work to be done, not on who receives the commendation.

Everybody Is Different

5. Do you tend to stereotype people, to think of them as just like one other person you knew? Can you accept the fact that individuals differ in many ways and that our job is to help them grow, learn, develop as individuals, not as models or monotonously repeated patterns? Some of us who work with families find ourselves in trouble because we talk as though all families today were all like the farm family in which we grew up and like the neighbors we knew then. Such mind pictures or "mental images" influence how we get along with folks.

6. Do you make others work on *your* needs? Or are you living your own life in a way that does not require you to manipulate other per-

sons for your own satisfactions? A young mother, seeking help in remodeling clothing for her children, consulted an extension office. She was told by the agent that "I never did like to sew and children's clothing now is really inexpensive so we have no projects on that. But wouldn't you like to come to our food preservation class?" Whose needs were being met in that situation—the agent's or the mother's?

7. How often do you take a strong stand on a weak position? Do you know what principles or issues deserve a strong stand? Or are you like the father who says to his child: "Do it because I said so. That's sufficient reason!"

Two-way Street

8. Are you skilled in keeping lines of communication open? Or do you live on a one-way street with all wisdom, knowledge and ideas going out from your office? Getting along well with folks demands a permissive kind of atmosphere where they, as well as we, feel free to express themselves, to take part, to share their experiences, their doubts and questions. Do you listen as well as you talk? How do you react when someone else ventures an idea or tries to contribute to "our" meeting?

9. How much in a hurry are you? Building society takes time. Social change happens slowly. Process is as important as result. Can you afford to allow folks to reach their own goals at their own rates of speed? Or must they reach your goals as quickly as you think they should?

There are many other questions which you might like to ask and answer in the process of building good relationships with folks. These are not recipes. They are merely thought stimulators. They are spectacles to use as you try to "take a walk around yourself."

"We need so often in this life
That balancing set of scales
Thus seeing how much in us wins
And how much in us fails;
But before you judge another
Just lay him on the shelf;
It would be a splendid plan
To take a walk around yourself."

Rural England Celebrates

(Continued from page 98)

France. Invitations to persons in certain towns in America, in France, and Holland were extended; usually because of some tie, such as the same name, or previous exchange of greetings.

Sometimes towns acted together, combining to bring some special orchestra to their area, sponsoring the publication of an area guide, producing a pageant for several towns to enjoy, sponsoring an area exhibition of health resources. Towns took the occasion to study their politics—to have lectures, open council meetings, and encourage "open house" at the town hall and the school. Hospitals were open for inspections, and forums held on health and education. Factories opened their doors to the townspeople.

And then there were those towns which, like Bath, carried on balanced programs, extending over periods of 5 days to several weeks; courses of lectures and study; drama and music festivals, with first production of special works, and talks by leading authorities. There were towns with "Children's Week," and "Art Week," and "Youth Days," and days which were simply called "Galas."

We have towns doing this kind of thinking in America. Abingdon, Va. is one, with its drama festival, and its rapidly developing arts festival offering the area the finest in summer events. Gatlinburg, Tenn., has a fair which has broad tendencies, and the Montana Institute of the Arts moves about, taking a festival into a different section of the State each year. Cooperstown, N. Y., has seminars, and Aspen, Colo., has an ambitious arts program. Long a pioneer, Chautauqua Institution carries on a 3-month program in a little summer town completely devoted to learning in an atmosphere of enjoyment.

The Festival of Britain made rural towns and villages of England richer in many things. They have new community centers, new cottages for the old, new playgrounds,

new arts programs, new libraries, a renewed sense of their history, a new faith and enthusiasm for the future. They have, too, a refreshed spirit—a realization of how important it is for the individual person to look and judge honestly what he sees; then, if his town lacks something, to do something about improving it.

And rural people have a new awareness of the importance of the life in the country, because that importance has had proper recognition. For the first time, a national festival has taken place, with emphasis divided equally between what took place in the country and what took place in the city. Said the Archbishop of Canterbury when plans were first being made: "In the towns and villages The Festival of Britain may have its greatest success or its greatest failure. There people must do the thing for themselves, if it is to be done at all; and there most of all, if people do it for themselves, they will be nearest to expressing the character of our people. . . . They will be doing it for the fun of the thing, and that's the best way of doing it. . . . The Village Festival may really be the best festival of all." It was a success and it was fun!

Bankers Train Home Demonstration Leaders

Presidents and home management leaders of home demonstration clubs in Nash and Edgecombe Counties, N. C., got their training in money management from their own local bankers. The training school was sponsored by the Extension Service, the banks of the two counties, and the State Bankers Association.

The women bombarded the bankers with questions on why's and how's of endorsing checks, joint bank accounts, balancing checking accounts, setting up trust funds, using safety deposit boxes, and a dozen-and-one other subjects. The president of the North Carolina Bankers Association was general chairman of the training session.

About People...



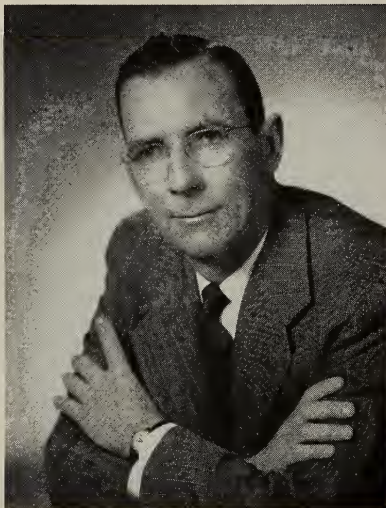
• **DR. G. H. STARR** is the new director of the Wyoming Agricultural Extension Service. A member of the university faculty for 21 years, Starr has been professor of plant pathology and experiment station pathologist in the College of Agriculture. He began his new duties on April 1.

Dr. Starr was born in Illinois and reared on a farm near Mitchell, S. D. He was graduated from South Dakota State College in 1925 with a bachelor's degree in agronomy and received his master's degree with a major in horticulture at the University of Nebraska in 1928. He joined the University of Wyoming staff in 1931 as an instructor in agronomy and has been a full professor since 1944. The University of Minnesota granted Dr. Starr his Ph.D. degree in 1932, with a major in plant pathology.

• **ELIZABETH GRADDY** became home demonstration leader in New Jersey, April 1. A graduate of the University of Kentucky, she has an M.A. degree in family economics and adult education from Columbia University and has done graduate work in supervision and administration at the University of Chicago. She brings to the new job a background of 7 years as a 4-H Club member, experience as a home demonstration agent in New Jersey and Ohio, and as assistant home demonstration leader in New York.

• **PAUL R. KASSON**, Fargo, N. Dak., supervisor in the southwest district of the North Dakota Extension Service since 1948, has been appointed county agent leader. He succeeds the late N. D. Gorman, an extension veteran of more than 30 years, who passed away recently.

The new county agent leader was born and educated in North Dakota. His home community is Blaisdell in Mountrail County, where he also



Paul R. Kasson

farmed for 3 years after graduating from North Dakota Agricultural College in 1931 with a bachelor of science degree in agriculture. In 1934 and 1935 he was employed in the Federal emergency feed relief program; in 1935 he was appointed assistant county agent in Bottineau County and served in a similar capacity for short times in McHenry, Sioux, and Stutsman Counties.

Kasson went into Bowman County in 1937 as county extension agent, serving there until 1942 when he joined the Milwaukee railroad agricultural department for a year. In 1943 he took charge of the Perrin Sheep ranch near Rhame, moving from there to Stark County in 1945 as extension agent. Since 1948 he has been southwest district supervisor for the Extension Service, moving to Fargo from Dickinson in 1950.

As a farmer in Mountrail County, Kasson was one of the first AAA directors in his county. As a sheep rancher in Rhame he was chairman of the Bowman County soil conservation district board of supervisors.

• **WALTER H. CONWAY**, assistant director of the Federal Extension Service, retired after completing 43 years of service in the U. S. Department of Agriculture.

Mr. Conway entered the Federal Service on April 5, 1909, when he was employed to assist in the "Farmers Cooperative Demonstration Work" of the Bureau of Plant Industry. This was a new line of work, an innovation undertaken by the late Seaman A. Knapp under the direction of James Wilson, then Secretary of Agriculture, in an effort to mitigate the distress caused by the rapid spread of the cotton boll weevil in the Southwest. The entire staff at the time of Mr. Conway's employment numbered less than a dozen persons.

Mr. Conway has been intimately associated with the developments which led to the passage of the Smith-Lever Act in 1914 and the establishment of the plan for Federal, State, and county cooperation in extension work in agriculture and home economics which is administered by the Department and the State land-grant colleges.

He was for a number of years in charge of Smith-Lever projects, budgets, and financial reports, and in September 1941, assumed full responsibility of the Division of Business Administration. During World War II he carried additional responsibilities under the War Food Administration relating to State cooperation in the Emergency War Food Production and Conservation work. He was appointed assistant director of Extension work in May 1944. In 1950 he received the Department's Superior Service Award for his contribution to the effectiveness of the cooperative extension program through his work with the States in carrying out the fiscal aspects of the cooperative program, thus building a solid foundation for cooperative work.

Mr. Conway was born in Gloucester

ter, Mass., where he received his schooling and was first employed. In 1908 he went to Berlin, Coos County, N. H., to work, and in 1909 came to Washington, D. C.

- **FRANK D. JONES**, Lamoille County agricultural agent, received from the Vermont Bankers Association the first annual agricultural award during their mid-winter meeting at Montpelier. The award was made by Bradley A. Thomas, vice president of the Peoples National Bank of Barre and chairman of the agricultural committee.

The citation read as follows: "In recognition of your many years of conscientious service and your keen interest in problems of agricultural credit, the Vermont Bankers Association acknowledges you as an outstanding county agent and presents you with this certificate to attest to your selection as winner of the Vermont Bankers Association's Agricultural Award for the year 1952." The Vermont Bankers Association cited Jones for his 35 years of service to Vermont agriculture. He first started in county agent work in November 1917.

- **BEATRICE E. BILLINGS**, State home demonstration leader in Massachusetts since 1944, recently resigned to accept a position with the Mutual Security Agency. She will work in the Philippine Islands in the development of a home-economics program based on extension philosophy. Dean Helen S. Mitchell of the school of home economics of the University of Massachusetts will be acting home demonstration leader until a new one is appointed.

- **JOSE A. GONZALEZ-SALDANA** recently was granted a year's leave from his post as extension editor in Puerto Rico, to act as information specialist on the Arkansas Agricultural Mission to Panama. Mission headquarters are at the National Institute of Agriculture, in Divisa.

As information specialist, Mr. Gonzalez-Saldana will prepare and distribute information concerning agricultural and home economics development to the rural people in Panama.

- **EARL G. MAXWELL**, Extension forester, University of Nebraska, Lincoln, has been appointed chairman of a special committee planning the Golden Anniversary Program which will be held September 8-14, 1952, of the founding of the Nebraska National Forest, the largest man-made forest in the United States.

- **PAUL W. ROSE**, extension specialist, whose extension career began in 1933 when he became assistant county agent and 4-H Club agent in Virginia, left in December for Kathmandu, Nepal. Chief of the agricultural improvement program in Nepal, he is the first agricultural appointee to be made under the United States and Nepalese Government's Point Four technical cooperation agreement. Since February 1950 until he accepted the Point Four assignment, Mr. Rose served with the Supreme Commander Allied Powers in Japan as adviser on rural youth programs and as head of the Agricultural Research and Extension Branch of the Agriculture Division. Following return from a 2-year hitch in the Army in 1946, he was a member of the Tennessee extension staff, in charge of 4-H Club work throughout the State.

- **CLARA RUTH GRIMES**, formerly home demonstration agent in Cross County, Ark., is now serving as family life specialist in the same State.

Miss Grimes completed her master of science degree in child development and family life at Oklahoma A. & M. College, Stillwater, prior to her appointment in Cross County. She has also served in Sharp County as assistant home demonstration agent and later as agent before being granted leave for study. Her bachelor of science in home economics degree is from the University of Arkansas.

- **GLADYS OLLER**, Natrona County, Wyo., home demonstration agent since 1946, has been appointed associate State 4-H Club leader. She replaces Aleta McDowell, who resigned recently to accept a position with the Rockefeller Foundation in Brazil.

A graduate of the University of Idaho, Miss Oller taught in her na-

tive State until 1930, when she was named Fremont County home demonstration agent. Later she served in a similar capacity in Laramie County at Cheyenne and as assistant State 4-H Club leader in Laramie. She resigned this position to enter the armed forces in 1944, where she specialized in occupational therapy. She was discharged from the service in 1945 and shortly afterward was named Natrona County home demonstration agent.

- **DAWSON** County, Nebr., home extension club members have sent a check for \$400 to the University of Nebraska for two \$200 scholarships to be used by two students who will teach cerebral palsy victims.

Raising the money to help the handicapped children was a county-wide goal of the extension clubs in 1951. The women raised the money following a talk by Ray M. Taibl, director of special education for the State Department of Public Instruction.

Campbell Appointment Site Marked

Director M. L. Wilson, left, of the U. S. Department of Agriculture's Extension Service, congratulates Field Agent T. M. Campbell when a marker is placed at the site of his appointment as the first Negro farm demonstration agent 45 years ago. They are standing by the marker on the campus of Tuskegee Institute, Tuskegee Institute, Ala.



FOR MY COUNTRY

*National 4-H Camp
adds meaning to the
familiar 4-H pledge*



"Faith of our fathers living still . . ."

Benny Wiggins, a South Carolina delegate, last year got a vision of what it means to be an American. Back home he wrote a talk "If We Are To Remain Free" which deeply impressed both young and old. More than 650 people have heard it.

Again this month 4-H Club members from your State are seeing Government for themselves and experiencing history in the making. Their vision too can contribute to local citizenship programs. They and the 100 or so former 4-H Club camp delegates in your State are a 4-H citizenship reservoir.

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